CLAIMS

1.   A computing system having a transforming process operating thereon, the transforming process:

receiving a selection of a piece of edited content, the edited content including at least one item and for each item a control for receiving the item and specifying attributes relating to displaying the received item in a page that is to be served to a requester thereof;

receiving a selection of a layout statement, the layout statement specifying each item of the edited content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item; and

outputting the page based on the edited content and the layout statement, the page being in a pre-selected rendering format.

2.   The computing system of claim 1 wherein the transforming process receives each of the piece of edited content, and the layout statement in an computer-based markup language.

3.   The computer system of claim 1 wherein the transforming process receives the edited content in a neutral format not specific to any particular rendering format.

4.   The computing system of claim 1 wherein the transforming process further receives a selection of the pre-selected rendering format.

5.   The computing system of claim 4 wherein the transforming process applies the edited content and the layout statement along with the

selected rendering format to produce a page based on the edited content and the layout statement in the applied rendering format.

6.   The computing system of claim 1 wherein the transforming process applies the pre-selected rendering format as a transform along with the edited content and the layout statement to produce the page.

7.   The computing system of claim 1 wherein the transforming process outputs a plurality of versions of the page based on the edited content and the layout statement, each version of the page being in a pre-selected rendering format.

8.   The computing system of claim 1 wherein the transforming process receives the edited content including a number of items of content and a number of controls of an edit form that are to be employed to display the items of content in the page.

9.   The computing system of claim 1 wherein the transforming process further stores the outputted page on a server to be served over a network in response to a request therefor from a user on the network.

10.   The computing system of claim 1 wherein the transforming process further:

receives a selection of the page as another piece of edited content;

receives another selection of a layout statement; and

outputs another page based on the page and the another layout statement.

11.   The computing system of claim 1 wherein the transforming process:

receiving a selection of a plurality of pieces of edited content, each piece of edited content including at least one item and for each item a control for receiving the item and specifying attributes relating to displaying the received item in a page that is to be served to a requester thereof;

receiving a selection of a layout statement, the layout statement specifying each item of each piece of the edited content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item; and

outputting the page based on each piece of the edited content and the layout statement.

12.   The computing system of claim 1 wherein the transforming process further receives a selection of a transform to be applied to the edited content, the transform for effectuating a pre-defined change on at least one of the edited content and the layout thereof, the transforming process outputting the page based on the edited content, the layout statement, and the transform to produce the page with the change effectuated therein.

13.   The computing system of claim 12 wherein the transforming process further receives a selection of a plurality of transforms to be applied to the edited content, each transform for effectuating a pre-defined change on at least one of the edited content and the layout thereof, the transforming process outputting the page based on the edited content, the layout statement, and each transform to produce the page with each corresponding change effectuated therein.

14.   The computing system of claim 12 wherein the transforming process:

receives a first selection of the piece of edited content based on a request for a page based on the edited content from a first requester;

receives a selection of a first transform to be applied to the edited content, the selection of the first transform being based on a type of the first requester;

outputs a first version of the page based on the edited content and the first transform, the first version of the page for being served to the first requester;

receives a second selection of the piece of edited content based on a request for a page based on the edited content from a second requester;

receives a selection of a second transform to be applied to the edited content, the selection of the second transform being based on a type of the second requester; and

outputs a second version of the page based on the edited content and the first transform, the second version of the page for being served to the second requester.

15.   A computer-readable medium having stored thereon computer-executable instructions implementing a transforming process operating on a computing system, the transforming process:

receiving a selection of a piece of edited content, the edited content including at least one item and for each item a control for receiving the item and specifying attributes relating to displaying the received item in a page that is to be served to a requester thereof;

receiving a selection of a layout statement, the layout statement specifying each item of the edited content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item; and

outputting the page based on the edited content and the layout statement, the page being in a pre-selected rendering format.

16.   The medium of claim 15 wherein the transforming process receives each of the piece of edited content, and the layout statement in an computer-based markup language.

17.   The medium of claim 15 wherein the transforming process receives the edited content in a neutral format not specific to any particular rendering format.

18.   The medium of claim 15 wherein the transforming process further receives a selection of the pre-selected rendering format.

19.   The medium of claim 18 wherein the transforming process applies the edited content and the layout statement along with the selected rendering format to produce a page based on the edited content and the layout statement in the applied rendering format.

20.   The medium of claim 15 wherein the transforming process applies the pre-selected rendering format as a transform along with the edited content and the layout statement to produce the page.

21.   The medium of claim 15 wherein the transforming process outputs a plurality of versions of the page based on the edited content and the layout statement, each version of the page being in a pre-selected rendering format.

22.   The medium of claim 15 wherein the transforming process receives the edited content including a number of items of content and a number of controls of an edit form that are to be employed to display the items of content in the page.

23. The medium of claim 15 wherein the transforming process further stores the outputted page on a server to be served over a network in response to a request therefor from a user on the network.

24. The medium of claim 15 wherein the transforming process further:

receives a selection of the page as another piece of edited content;

receives another selection of a layout statement; and

outputs another page based on the page and the another layout statement.

25. The medium of claim 15 wherein the transforming process:

receiving a selection of a plurality of pieces of edited content, each piece of edited content including at least one item and for each item a control for receiving the item and specifying attributes relating to displaying the received item in a page that is to be served to a requester thereof;

receiving a selection of a layout statement, the layout statement specifying each item of each piece of the edited content that is to appear in the page, including a layout order of such specified item within the page and any attributes to be applied to such item; and

outputting the page based on each piece of the edited content and the layout statement.

26. The medium of claim 15 wherein the transforming process further receives a selection of a transform to be applied to the edited content, the transform for effectuating a pre-defined change on at least one of the edited content and the layout thereof, the transforming process outputting the page based on the edited content, the layout statement, and the transform to produce the page with the change effectuated therein.

27.   The medium of claim 26 wherein the transforming process further receives a selection of a plurality of transforms to be applied to the edited content, each transform for effectuating a pre-defined change on at least one of the edited content and the layout thereof, the transforming process outputting the page based on the edited content, the layout statement, and each transform to produce the page with each corresponding change effectuated therein.

28.   The medium of claim 26 wherein the transforming process:

receives a first selection of the piece of edited content based on a request for a page based on the edited content from a first requester;

receives a selection of a first transform to be applied to the edited content, the selection of the first transform being based on a type of the first requester;

outputs a first version of the page based on the edited content and the first transform, the first version of the page for being served to the first requester;

receives a second selection of the piece of edited content based on a request for a page based on the edited content from a second requester;

receives a selection of a second transform to be applied to the edited content, the selection of the second transform being based on a type of the second requester; and

outputs a second version of the page based on the edited content and the first transform, the second version of the page for being served to the second requester.